

EXECUTIVE DOCTORATE PROGRAMS AND THE ROLE OF THE INFORMATION SYSTEMS DISCIPLINE

ICIS 2013 Panel Statement

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Abstract

Over the last few years, a new genre of doctoral programs has emerged. These programs are partly aimed at bridging the gap between academic research and practice. Although these programs tend to be interdisciplinary in nature in terms of content and research methods, several of the programs have significant IS discipline connections. The goal of this panel session is to share experiences from these executive doctoral programs and the lessons learned. We also want to explore the interesting phenomenon of IS scholars being tapped to launch, manage, and teach in these programs in a disproportionately high level as a reflection of the IS discipline's interdisciplinary nature.

Keywords: *Business value of IS/value of IS, Doctoral consortium, Future of IS*

Introduction

Over the last few years, a new genre of doctoral programs has emerged. These programs are partly aimed at bridging the gap between academic research and practice. A second goal is to offer the next generation of executive programs for those who would like to achieve a terminal degree in business administration. There are quite a number of such programs being offered at major universities at this point, including Case Western's Doctor of Management Program, Georgia State's Executive Doctorate in Business, Oklahoma State's PhD in Business for Executives program, City University of Hong Kong's DBA program, and Shanghai Jiaotong University (Antai College of Economics and Management) EDDBA program (more programs are available at www.executivedba.org). These programs are usually lock-step in nature, using a cohort model. This reinforces a group to keep working hard together to make significant progress toward their dissertations. It also enables networking and collaborative learning. It is also common for these programs to be part-time, allowing the students to use their organizations as the primary source of problems and data to complete their research. Although these programs tend to be interdisciplinary in nature in terms of content and research methods, several of the programs have significant IS discipline connections. All the programs identified above have been started or managed by scholars from the IS discipline. We are also aware of other universities where such programs are being explored or started based on leadership by IS scholars. The goal of this panel session is to share experiences from these executive doctoral programs and the lessons learned. We also want to explore the interesting phenomenon of IS scholars being tapped to launch, manage, and teach in these programs in a disproportionately high level as a reflection of the IS discipline's interdisciplinary nature.

Controversial Issues and Panelists' Positions

This panel is aimed at information sharing and discussion rather than settling a debate per se. All of the panelists are actively involved in running their university's executive doctorate program. Thus, not much controversy is expected to be settled. However, there have been discussions on the differences between traditional doctoral programs vs. executive doctorate programs. There are also reports of controversies within business schools regarding the legitimacy and value of these programs. However, AACSB has recently recognized the emergence of such programs in its discussion of the future of doctoral business education. The panelists will address these themes and controversies, and engage the audience in discussion of them. Although their positions may not differ drastically on these topics from each other, each panelist does have a unique set of experiences and perspectives to share. For example, the choice of what to call their executive doctoral programs is itself a discussion issue. Besides using the traditional names of DBA or PhD, other unique names have been created. The panelists will share their perspectives on how such names were selected and what difference it makes. More specifically, the panelists will discuss the phenomenon of many MIS faculty being called to launch such programs.

Panel Structure

The panel will follow a traditional format. It will be moderated by Prof. Ramesh Sharda who is the Director of the PhD in Business for Executives Program at Oklahoma State University (more in the biographies section on him and the other panelists). He will introduce the purpose of the panel, some key statistics about executive doctorate programs and their unique relationships with Information Systems faculty. He will also introduce each of the panelists. Then Prof. Kalle Lyytinen will focus on the following topics:

- The interdisciplinary nature of management scholarship and the contribution of IS scholars
- The logic of executive doctoral programs and the related challenges
- Maintaining standards in and student experiences from executive doctoral programs

This will be followed by a presentation by Prof. Lars Mathiassen that will focus on:

- The reasons for leadership and engagement of IS researchers in executive doctoral program
- The opposition to executive doctoral programs

- The politics involved in implementing executive doctoral programs

Prof. Emmanuel Monod will discuss the issue of bridging the scholar-practitioner divide:

- Engaging practitioners and academics in the co-creation of knowledge
- Mechanisms for bridging the gap between theory and practice
- The role of IS scholars in facilitating engaged scholarship and creating boundary spanners

Then Prof. Doug Vogel will discuss:

- Difference in research focus between traditional and executive doctoral programs
- Differences in student profiles between traditional and executive doctoral programs
- An Asian perspective on the growth and demand for such programs

Prof. Sharda will conclude the presentations with a brief overview of the startup and operational experiences at OSU. Then it will be open to the audience for Q&A as well as discussion. We will also create a LinkedIn group for academics to share experiences and continue these discussions beyond ICIS 2013.

Biographies

Kalle Lyytinen

Kalle Lyytinen (PhD, Computer Science, University of Jyväskylä; Dr. h.c. from Umeå University) is Iris S. Wolstein professor at Case Western Reserve University, adjunct professor at University of Jyväskylä, Finland, and a visiting professor at University of Umeå, Sweden and at London School of Economics. He is currently Associate Dean of Research and the Academic Director of the Doctor of Management Programs at Weatherhead School of Management. He is the former Editor-in-Chief of the *Journal of AIS* and Senior Editor of *MISQ*. He currently serves on the editorial boards of several leading organization theory and IS journals. Between 1992 and 2012 he was the 3rd most productive scholar in the IS field when measured by AIS basket of journals; he is currently among the 5 most cited scholars in the IS field based on his adjusted h-index (61). He is AIS fellow (2004), and the former chairperson of IFIP WG 8.2, and a founding member of SIGSAND. He has published over 280 refereed articles and edited or written nearly 20 books or special issues on the nature of IS discipline, system design, method engineering, computer supported cooperative work, standardization, ubiquitous computing, social networks. He recently edited a special issue to *Organization Science* on digital innovation and is currently editing a special issue to *MISQ* on social communications and symbolic aspects of information systems and a special issue to *ISR* on the Information Technology and Future of Work. He is involved in research that explores the IT induced radical innovation in software development, digitalization of complex design processes, requirements discovery and modeling for large scale systems, and digital infrastructures especially for mobile services.

Lars Mathiassen

Lars Mathiassen is Georgia Research Alliance Eminent Scholar, Professor at the Computer Information Systems Department and co-Founder of The Center for Process Innovation at Georgia State University. His research focuses on development of software and information services, on IT-enabled innovation of business processes, and on management and facilitation of organizational change processes. He approaches innovation and improvement initiatives with a strong focus on people skills and collaborative processes while at the same time emphasizing adoption of state-of-the-art technologies and methods. He has published extensively in major information systems and software engineering journals and has co-authored several books on the subject including *Professional Systems Development*, *Computers in Context: The Philosophy and Practice of Systems Design*, *Object Oriented Analysis & Design* and *Improving Software Organizations: From Principles to Practice*. He has served as senior editor for *MIS Quarterly* and is currently serving in that capacity for *Journal of Information Technology* and *Information & Organization*.

Emmanuel Monod

Emmanuel Monod (PhD, Université Paris-Dauphine (France)) is currently a visiting professor at Antai College of Economics and Management, Shanghai Jiao Tong University (China). He has conducted research in the areas of management information systems (MIS) and corporate performance, MIS development methods, change management, organizational transformation, corporate strategy and planning, new technologies for tourism and cultural heritage, group learning, executive learning, research methods and epistemology. He has published in *Information and Organization*, *Information Systems Journal (ISJ)*, *European Journal of Management (EJM)*, *European Journal of Information Systems (EJIS)*, *Communications of the AIS (CAIS)* and 3 French journals recognized by CNRS (French equivalent to NSF): *Systèmes d'Information et Management (SIM)*, *Annales des Telecommunications* and *Réseaux* (networks). He is currently an associate editor for *Information Systems Research (ISR)* and an editorial board member of *Information Systems Journal (ISJ)*, *Database for Advances in Information Systems* and *Information Technology and People*. He was previously an associate editor for *Communication of the AIS (CAIS)* and *Journal of the AIS (JAIS)*. He was guest associate editor for *MISQ (Management Information Systems Quarterly)* and guest editor of a special issue of *ISJ (Information Systems Journal)*.

Ramesh Sharda

Ramesh Sharda (MBA, PhD, University of Wisconsin-Madison) is Director of the PhD in Business for Executives Program, the Institute for Research in Information Systems (IRIS), ConocoPhillips Chair and a Regents Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University. He is a coauthor of two text books (*Business Intelligence and Analytics: Systems for Decision Support* 10th edition, Prentice Hall and *Business Intelligence: A Managerial Perspective on Analytics*, 3rd Edition, Prentice Hall). His research has been published in major journals in management science and information systems including *Management Science*, *Operations Research*, *Information Systems Research*, *Decision Support Systems*, *EJIS*, *JMIS*, *Interfaces*, *INFORMS Journal on Computing*, and many others. He serves on the editorial boards of journals such as the *Decision Support Systems*, *ACM Transactions of MIS*, and *Information Systems Frontiers*. He is also currently serving as the Executive Director of Teradata University Network. He has served on the AIS Council, as well as the co-chair of AMCIS 2009. He is also the cofounder of SIGDSS of AIS, and the co-editor-in-chief of *Annals of Information Systems*, Integrated Series in Information Systems, and the Operations Research Computer Science Interfaces book series with Springer. His research interests are in applications of analytics and decision support systems.

Doug Vogel

Douglas R. Vogel is Professor of Information Systems at the City University of Hong Kong and is an Association for Information Systems (AIS) Fellow as well as the Immediate Past AIS President. He received his M.S. in Computer Science from U.C.L.A. and his Ph.D. in Management Information Systems from the University of Minnesota where he was also research coordinator for the MIS Research Center. In a ten year relationship with a Colorado electronics manufacturer he served in virtually every technical and managerial capacity including Director of Engineering, General Manager and Board of Directors. He has published widely and been recognized as the most-cited IS author in Asia Pacific. Professor Vogel's teaching and research interests bridge the business and academic communities in addressing issues of information system creation and impact on aspects of interpersonal communication, group problem solving, cooperative learning, and multi-cultural team productivity. His interests reflect a concern for encouraging efficient and effective utilization of computer systems in an atmosphere conducive to enhancing the quality of life. He is especially active in introducing group support technology into enterprises and educational systems. His particular focus emphasizes integration of audio, video, and data in interactive distributed group support.

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